

DOWNTOWN BREAKFAST CLUB MEMBERSHIP

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Converse Consultants

DONALD BATTJES, JR.
Hughes Aircraft

NICHOLAS BLACKBURN
Customwood

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Welton Becket Associates

GREG DUMAS
Commercial Building Maintenance

WILLIAM EATON
Charter Communications

WILLIAM FEATHERS
Feathers Consulting

RICHARD HUTMAN
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Chicago Title

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William Lee Company

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RICK MAXSON
Equitable Life Assurance

LAUREN MELENDREZ
P. O. D. Inc.

WILLIAM PINNER
First Interstate Bank

DAVID PROSSER
Harper's

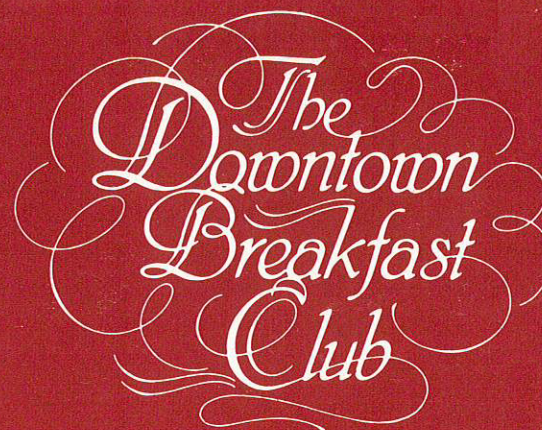
HOWARD REBACK
Reback Design

ROBERT STEWART
S. R. J. Associates

CORWIN VANSANT
Paramount Construction

JOHN WHITAKER
Lillick, McHose & Charles

JIM WILLIAMS
Cannon Constructors



1985 ROSES & LEMONS AWARDS BREAKFAST

**THURSDAY, MAY 2, 1985
SHERATON GRANDE HOTEL
LOS ANGELES**

The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster, and encourage the orderly and planned growth of Los Angeles. The group consists of individual representatives of all the major fields of development: real estate, banking, international investment groups, architects and engineers, urban planners, investment brokers, insurance development organizations, and governmental agencies. Meeting on a bi-monthly basis, the group maintains a profile of current business activity through featured guest speakers as recruited by its members. This type of professional interface encourages and supports sound principles of developing a better quality of life for Downtown Los Angeles.

WELCOME

Richard Hutman

BREAKFAST

INTRODUCTORY REMARKS

Donald Battjes

GUEST SPEAKER

Irv Margol, Executive Vice President
Security Pacific Bank

PRESENTATION OF ROSE AWARDS

Frank Jansen

I. STRUCTURES:

1st Interstate Bank Operations Center
Japanese American Cultural Center
Sheraton Grande Hotel
Weller Court Complex

II. HISTORIC PRESERVATION:

Bradbury Building
Embassy Hotel
Mayfair Hotel

III. CIVIC/PRIVATE COMMITMENT:

Jill Halvorsen:

A personal effort to create the Downtown Women's Center as a refuge for those in need.

Community Redevelopment Agency & California Plaza:

A joint endorsement to establish the new Museum of Contemporary Art for Los Angeles (MOCA)

Los Angeles Community Design Center:

Providing subsidized architectural and planning services to low and moderate income groups in the Downtown area.

IBM:

Absorbing 600,000 square feet in Downtown office space through consolidation of various suburban facilities.

IV. OTHER:

Temporary Contemporary Museum of Art
7th Street Bistro
5th & Hill Street Building Graphics

PRESENTATION OF LEMON AWARD

Howard Reback

ADJOURNMENT

DOWNTOWN NEWS

Halverson, Sheraton, Bistro Win Roses for Breakfast

by Richard Acello

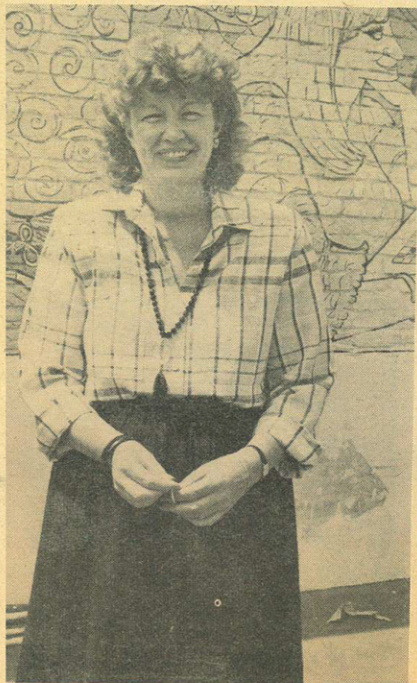
Several Downtown businesses and civic leaders took time to smell the roses they earned at the Downtown Breakfast Club's annual "Roses and Lemons" awards at the Sheraton Grande Hotel on Thursday. The winners were: the Sheraton Grande, for their new Downtown hotel; the Mayfair Hotel, for historic preservation; Jill Halverson, director of the Down-

commitment; and St. Bistro, as another example of historic preservation.

speaker Irv Mar-

gol, Executive Vice President of Security Pacific Bank, told the 300 guests that the greatest challenge facing society is to find ways "to get people to motivate themselves," describing Security Pacific's effort to involve thousands of employees in the bank's move to Beaudry Center. The Beaudry building, coincidentally, received the club's lone "lemon," although presenter Howard Reback of Reback Design emphasized that the lemon should be construed as the club's desire for "positive redirection."

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Jill Halverson, left, won a rose for civic commitment at the Downtown Breakfast Club's "Roses and Lemons" awards. The 7th Street Bistro, above, also garnered a rose.

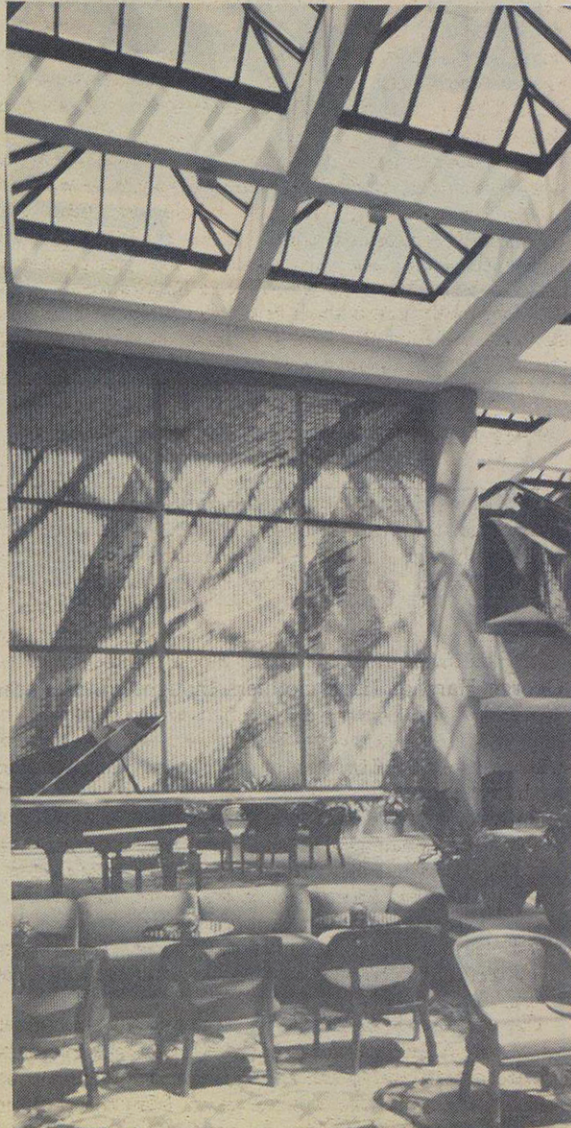
Beaudry Needs Lemon-Aid

Continued from page 1

Most prolonged huzzahs of the morning belonged to the Women's Center's Halverson, who told the *Downtown News*, "I was pleased that this group recognized that the poor are part of Downtown. In most cities, the poor are thought of as part of the problem that needs to be bulldozed. The Breakfast Club's recognition is part of the spirit of Downtown L.A." Halverson revealed that the Women's Center

will expand to a 50-room hotel adjacent to its 3rd and Los Angeles street location. The renovation will be conducted by architect Brenda Levin of Levin and Associates, winners of a rose for the 7th St. Bistro.

The Downtown Breakfast Club is an organization of professionals who meet on a bi-monthly basis to develop a better quality of life in Downtown Los Angeles.



The Sheraton Grande gets a rose for its grand lobby.

Mayfair Tackles 7th Street Beautification

by Richard Acello

Fresh from its Downtown Breakfast Club "Rose" as an outstanding example of historic preservation, the Mayfair Hotel has launched an ambitious beautification program for 7th St. from Wilern to Figueroa Streets.

According to marketing director Russell Dazzio, the hotel will be joined by the Otis Parsons Art Institute, Thomas Cadillac,

First Interstate Bank, and a newly created West-of-the-Freeway Business Association in the project. The group's plans include planting trees, painting a wall adjoining a parking lot near the hotel, and improving the appearance of shops along the Seventh Street corridor between the Mayfair and the Hilton Hotel at 7th and Figueroa Sts. "We have a tendency not to look beyond the

Harbor Freeway, but if you look at what's going on here now, it's a real eye-opener," remarked the 35-year-old marketing director.

Dazzio approached Otis Parsons' dean Michael Pittas because "we wanted fresh ideas, young ideas, rather than to take the project to a professional urban designer." The school will choose students to work on the beautification

design and students will be eligible for a cash scholarship from the Mayfair upon successful completion of the project. Starting Tuesday, the hotel will also launch a complimentary shuttle bus service for its guests throughout the Downtown area.

Dazzio directed last year's "Big Picture" event, welcoming visitors to the 1984 Olympic games.



Grand Court and facade of award-winning Mayfair Hotel.



Trends

The Roses ... and Lemons of Downtown L. A.

By SAM HALL KAPLAN, *Times Urban Design Critic*

The Downtown Breakfast Club once again has raised a collective critical eyebrow, bestowing its annual "roses & lemons" awards at a gathering Thursday.

And once again receiving a lemon was the Beaudry Center, a jarring office and parking complex hovering like some megalith at 3rd

ship of the informal downtown club.

Coincidentally, the guest speaker at the awards ceremonies was Irv Margol, an executive with Security Pacific National Bank, which is in the process of moving into the Beaudry tower. He spent much of his address telling about 300 persons who attended the affair of improvements in the interior design of the tower, an attempt, he said, to turn the "lemon into lemonade."

Runners-up for lemons this year were the "abuse of corporate building signage" and Pershing Square. The signs on the tops of present and proposed office towers were described by Howard Reback of the club as tacky. He indicated that if the signs were not controlled the downtown skyline could turn into a smear of corporate signatures.

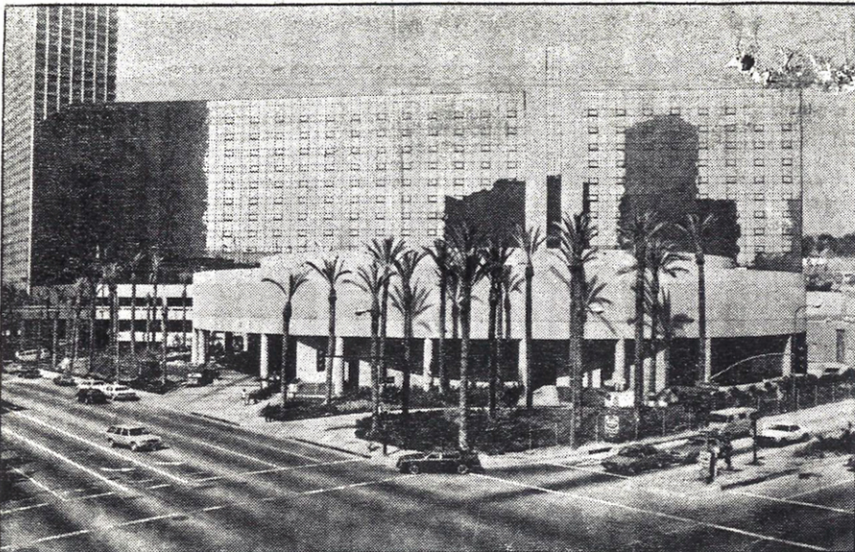
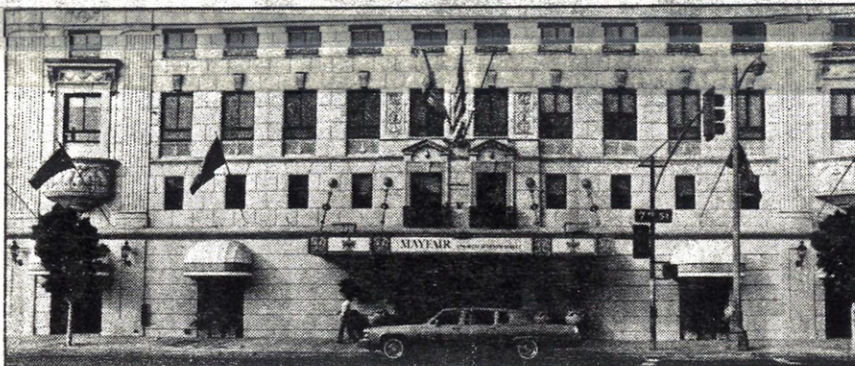
City Review

Street just west of the Harbor Freeway.

Last year, the center received the dubious recognition for its bulky 29-story office tower. This year, its adjacent 12-level parking structure, described by the club as a "sardine can," was cited.

The center had been designed and developed by the C-D Investment Co., a private partnership, which subsequently sold it to Sun Cal Properties, a Texas-based financial corporation. Though Sun Cal did have the garage redesigned, the effort apparently did not impress the public and corporate officials who compose the member-

Mayfair Hotel on 7th Street, west of downtown, left and below, has been renovated.



TONY BARNARD / Los Angeles Times

The Sheraton Grande Hotel has been awarded a "rose" for the best of new downtown structures.

City Given Lemon

Reviewing Pershing Square, Reback noted that two years ago the club gave the city a lemon for not properly maintaining the park. The city subsequently turned the management of the park over to an offshoot of the Central City Assn.

"There still seems to be a lot of confusion over what should be done with the park," added club director Donald Battjes. "Meanwhile, it is not being maintained as a permanent lemon tree there."

As for the roses, winning in the category of new structures this year was the Sheraton Grande Hotel; for historic preservation, the Mayfair Hotel; for civic involvement, Jill Halverson and the Downtown Women's Center; and in the catchall category of other, the Seventh Street Bistro.

The 469-room Sheraton at the southwest corner of Figueroa and 3rd streets was cited for bringing to downtown "a touch of class in the fine tradition of the grand hotels of Europe." Noted also was the hotel's lush landscaping and four-plex cinema. It was designed with a flourish by the architectural firm of Maxwell Starkman & Associates.

Comfortable Facility

Though the shimmering 10-story, five-star hotel sitting on a raw concrete base looks more luxury Las Vegas than five-star continental, it has given downtown a comfortable facility that for its size is quite cozy and friendly. It was probably no coincidence that the club's breakfast for nearly 300 persons was held there.

Included as runner-ups in the structures category were the First Interstate Operations Center, the Japanese Cultural Center and Weller Court.

In awarding a rose to Jill Halverson, the founder and director of the Downtown Women's Center, Frank Jansen of the club cited her abiding commitment to aid the less fortunate. The privately supported center at 325 S. Los Angeles St. is a haven for women on Skid Row.

Halverson thanked the club for the award and "for recognizing that the poor also are a part of our downtown community."

Runners-up were the Los Angeles Community Design Center,

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